

BOB _____

DEBBIE _____

FAY _____

HEATHER _____

HELEN _____

JANE _____

SANDY _____

JOANN JS _____

KELLIE _____

LORETTA _____

PEGGY _____

RICHARD _____

JAMIE _____

TRACY _____

NOTES

To Peggy

SLUG:

AUTHOR: V. Stevens

DATE RELEASED:

Local Daily

- a) Metro Desk
- Style, Capital Life
- c) National Desk

Metro Newspapers

- a) D.C.
- b) Maryland (PG County)
- c) Maryland (Montgomery County)
- d) Northern Virginia
- e) Loudoun County

Local TV

- a) News Desk
- b) Public Affairs Director
- c) PSA Director
- d) Talk Show/Public Affairs Show

Local Radio

- a) News Director
- b) PSA Director
- c) Calendar Listings
- d) Talk Show/Public Affairs Show

General Interest and News Magazine

- Local Coverage
- National Coverage

National Daily

- a) Washington Bureau
- b) Home Office
- c) Lifestyle Editor
- d) Op-Ed Editor

Wire Services

- a) City Desk
- b) National Desk
- c) Broadcast
- d) Daybooks

Syndicates/News Services

- a) Newspapers
- b) Broadcast

National Broadcast

- a) Network Radio News Desk
- b) Network Radio Shows
- c) Network TV News Desk
- d) Network TV Shows
- e) Non-Network Radio Talk Shows

Foreign Media

- a) Australian
- b) British
- c) Canadian
- d) Hispanic
- e) Japanese
- f) French
- g) German
- h) Korean
- i) Chinese
- j) Israel

13) Art

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

14) Black-oriented Audience

- a) newspapers
- b) radio
- c) TV
- d) specialized publications

15) Business

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

16) College Newspapers (local)

17) Community (Non-Media)

- a) Campus
- b) D.C.
- c) Maryland
- d) Virginia
- e) Special Campus
- f) Dean's List

18) Computers

- a) newspaper reporters
- d) specialized publication reporters
- e) calendar listings

19) Congress

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

20) Consumer

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

21) Dance

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

22) Drama

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar Listings

23) Economics/Finance

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

24) Education

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

25) Energy

- a) newspaper reporters
- c) TV reporters
- d) specialized publication reporters

26) Engineering

- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

27) Environment

- a) newspaper reporters
- c) TV reporters
- d) specialized publication reporters

28) Federal

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

29) Film

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

30) Health Services

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

31) Historical

- d) specialized publication reporters

32) Labor

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

33) Law/The Courts

- a) newspaper reporters
- c) TV reporters
- d) specialized publication reporters
- e) law reviews

34) Libraries

- d) specialized publication reporters

35) Literary

- a) newspaper reporters
- d) specialized publication reporters
- e) calendar listings

36) Media

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

37) Military

- a) newspapers
- d) specialized publications

38) Museums

- d) specialized publication reporters

39) Music

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

40) Politics

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

41) Pentagon/Defense

- National Security
- a) newspaper reporters
- c) TV reporters
- d) specialized publication reporters

42) Public Policy

- a) newspaper reporters
- d) specialized publication reporters

43) Public/International Affairs

- State Department
- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

44) Regulatory Agencies

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

45) Religion

- a) newspaper reporters
- d) specialized publication reporters

46) Social Sciences (Psychology, Sociology)

- a) newspaper reporters
- d) specialized publication reporters

47) Science

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

48) Technology

- a) newspaper reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

49) Telecommunications

- a) newspaper reporters
- d) specialized publication reporters
- e) calendar listings

50) Travel

- a) newspaper reporters
- b) specialized publications (in-flight magazines)
- z) travel trade publications

51) White House

- a) newspaper reporters
- b) radio reporters
- c) TV reporters
- d) specialized publication reporter

52) Women's Issues

- a) newspaper reporters
- d) specialized publication reporter

53) Women/Family/Leisure-Oriented Audience

- d) specialized publications

54) Youth-Oriented Audience

- a) newspaper reporters/columns
- b) radio reporters/shows
- c) TV shows
- d) specialized publications/reports
- e) calendar listings

55) Space

- a) newspaper reporters/columns
- b) radio reporters/shows
- c) TV reporters
- d) specialized publication reporters

56) President's List

- a) media
- b) colleagues

57) Terrorism

- a) newspaper reporters
- c) TV reporters
- d) specialized publication reporters
- e) calendar listings

58) Jewish Media

- a) newspapers
- b) broadcast

59) AIDS

- a) newspapers
- b) specialized publications
- c) TV reporters
- d) radio reporters

60) International Business

- a) newspapers
- b) radio reporters
- c) TV reporters
- d) specialized publication reporters

61) Banking

- a) newspapers
- c) TV reporters
- d) specialized publication reporters

62) LISNER

- a) print
- b) radio

(NOTE: Underlined categories which follow are major categories, containing extensive media listings in sub-categories a, b, c. Non-underlined categories generally contain listings limited to local media in sub-categories a, b, c.

SUB or AUDIENCE

11) Advertising/Public Relations/Marketing

- a) newspaper reporters (local, national and syndicates)
- d) specialized publication reporters (magazine, newsletters, etc.)

12) Architecture

- a) newspaper reporters
- d) specialized publication reporters

EFFECTIVE 4/91, GWU

CONTACT: June 2, 1991
Joann Stevens
(202) 994-6460

FOR IMMEDIATE RELEASE

DISTRICT MAYOR SHARON PRATT DIXON SAYS
BUSH CIVIL RIGHTS POLICY MAY POLARIZE AMERICA

"As the current debate on the Civil Rights Bill unfolds we seem to be confronted with a policy that will polarize America if we do not heed the warnings now," said District of Columbia Mayor Sharon Pratt Dixon. Dixon's remarks came during commencement exercises for the National Law Center at The George Washington University on Sunday, June 2.

Dixon was also awarded an honorary law degree by GW President Stephen Joel Trachtenberg.

In a speech titled, "The Law Can Bend Towards Justice," Dixon charged the more than 450 graduates to use their legal skills for political, social and civil rights reform.

"Make no mistake about it. Coded messages about quotas have nothing in common with a kinder and gentler America," she said, to audience applause. "We are in danger of losing that kinder and gentler America and we are putting it all at risk."

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- d) Talk Show/Public Affairs Show

4) Local Radio

- a) News Director
- b) PSA Director
- c) Calendar Listings
- d) Talk Show/Public Affairs Show

5) General Interest and News Magazine

- Local Coverage
- National Coverage

6) National Daily

- a) Washington Bureau
- b) Home Office
- c) Lifestyle Editor
- d) Op-Ed Editor

7) Wire Services

- a) City Desk
- b) National Desk
- c) Broadcast
- d) Daybooks

8) Syndicates/News Services

- a) Newspapers
- b) Broadcast

9) National Broadcast

- a) Network Radio News Desk
- b) Network Radio Shows
- c) Network TV News Desk
- d) Network TV Shows
- e) Non-Network Radio Talk Shows

10) Foreign Media

- a) Australian
- b) British
- c) Canadian
- d) Hispanic
- e) Japanese
- f) French
- g) German
- h) Korean
- i) Chinese
- j) Israel

13) Art

- a) newspaper reporters
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- a) newspapers
- b) radio
- c) TV
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- d) specialized publication reporters (magazine, newsletters, etc.)

12) Architecture

- a) newspaper reporters
- d) specialized publication reporters

EFFECTIVE 4/91, GWU

June 3, 1991
CONTACT: Joann Stevens
(202) 994-6460

FOR IMMEDIATE RELEASE

GW, COMMUNITY LEADERS FORGE PARTNERSHIP
TO TEACH YOUTH INTERNATIONAL AFFAIRS

Members of the newly formed George Washington University - Central High School Advisory Council were presented at an awards ceremony, May 24, at the Prince George's County high school.

Comprised of scholars, parents and leaders in business and education, the 15-member board will "ensure the continued growth between Central High School, Andrew Jackson Middle School and GW in teaching students international affairs," said Maurice East, dean of GW's Elliott School of International Affairs.

East's remarks came during his presentation of a \$5,000 scholarship to senior Manisha Mistry, 17, of Mitchellville, Md., the first recipient of the GW - Central High School scholarship in international affairs.

A magnet school, Central High School established a humanities and international affairs program in 1988 as the result of a partnership with GW's Project LINKS (Linking

MORE

International Knowledge with Schools) program. Under the agreement, GW provides Central with faculty members and foreign language students for seminars, debates and lectures on international affairs. Project LINKS was developed by the Elliott School as a community service effort to provide junior and senior high schools with in-service training for teachers and curriculum development in international affairs.

"It's an exciting program," said Verna Teasdale, one of the council members and a member of the PG school board. "It's everything Central intended to be when the magnet school was established. The relationship with GW is a good one."

"I've been an advocate for children for 20 years," added Brenda Hughes, another school board member. "I think it's vitally important that we get our children educated in the community and keep them here. They tend to get more scholarship opportunities outside of the DC area," said Hughes, "therefore I'm glad to see this partnership between GW. I'd like to do all I can to promote education at our fine schools here."

Council member Larry Bailey, a former partner with Peat Marwick, and a graduate of Central High School, talked about the exposure the program will afford.

"I do quite a lot of international business and realize that kids need an early start to do this," Bailey said.

MORE

"The world is more multinational today and it's important that kids get started early."

The newly appointed Advisory Council members are:

Maurice East, dean, GW's Elliott School; Brunetta Wolfman, GW associate vice president for academic affairs; Ronald Palmer, GW professor and former ambassador; Alvin Thornton, Howard University professor; Del. Beatrice Tignor (D-Md.); Larry Bailey, KPNG, Peat Marwick Associates; Brenda Hughes, PG County school board; Verna Teasdale, PG county school board; Louise Waynant, PG County superintendent of instruction; Pat Barr-Harrison, PG County schools foreign language supervisor; Del. Paul Pinski, (D-Md.); Del. Michael Arrington, (D-Md.); Cynthia Payne, PG County magnet school specialist; John Brown, PG County supervisor of program development; Corrine Mullen, coordinator of humanities and international studies program, Andrew Jackson Middle School.

As a magnet school, Central High School draws some 800 students from throughout Prince George's County. About 500 students participate in the humanities and international affairs program studying such subjects as Japanese language, international law, global economics and other aspects of international affairs.

CONTACT: June 3, 1991
Joann Stevens
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- a) newspaper reporters (local, national and syndicates)
 - d) specialized publication reporters (magazine, newsletters, etc.)
- 12) Architecture
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 - e) calendar listings
- 30) Health Services
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- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 49) Telecommunications
- a) newspaper reporters
 - d) specialized publication reporters
 - e) calendar listings
- 50) Travel
- a) newspaper reporters
 - b) specialized publications (in-flight magazines)
 - z) travel trade publications
- 51) White House
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporter
- 52) Women's Issues
- a) newspaper reporters
 - d) specialized publication reporter
- 53) Women/Family/Leisure-Oriented Audience
- d) specialized publications
- 54) Youth-Oriented Audience
- a) newspaper reporters/columns
 - b) radio reporters/shows
 - c) TV shows
 - d) specialized publications/reports
 - e) calendar listings
- 55) Space
- a) newspaper reporters/columns
 - b) radio reporters/shows
 - c) TV reporters
 - d) specialized publication reporters
- 56) President's List
- a) media
 - b) colleagues
- 57) Terrorism
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 58) Jewish Media
- a) newspapers
 - b) broadcast
- 59) AIDS
- a) newspapers
 - b) specialized publications
 - c) TV reporters
 - d) radio reporters
- 60) International Business
- a) newspapers
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 61) Banking
- a) newspapers
 - c) TV reporters
 - d) specialized publication reporters
- 62) LISNER
- a) print
 - b) radio
- EFFECTIVE 4/91, GWU

June 3, 1991
CONTACT: Joann Stevens
(202) 994-6460

FOR IMMEDIATE RELEASE

GW CONFERENCE ON ASIA AND THE PACIFIC
REVEALS FRICTION BETWEEN U.S. AND CHINA

A recent George Washington University conference on "Asia and the Pacific in the 1990s" revealed that U.S.- Chinese relations are not only strained, "but verging on a crisis situation." This was the sentiment held by several conference participants said William Johnson, director of East Asian studies for GW's Elliott School of International Affairs.

The main issue, Johnson contends, is Congressional debate over extending China's Most Favored Nation Status. If revoked, the special trade designation which now entitles China to low tariff rates could increase tariff rates by 1,000 percent. Some 185 nations, excluding the Soviet Union, have MFN status.

The conference, part of a series begun by GW in 1986, is a closed door forum that allows U.S. and foreign government officials, scholars and researchers to discuss global issues outside of the political limelight.

MORE

"One of the major values of these conferences," explained Johnson, is that by having them every year one gets a sense of the shifts and changes in attitudes."

The prevailing attitude now, said Johnson, is that failure to continue China's Most Favored Nation status "would put us back where we were with China in 1978." Even an extension with conditions, would "have serious political implications on both sides."

China currently sends \$15 billion in exports to the U.S. annually. U.S. businessmen sell the Chinese \$5 billion a year in goods and have invested another \$4.3 billion. But in recent years, China has been accused of breaking trade rules and peddling lethal weapons, including missiles and nuclear knowledge. The televised massacre of Chinese students at Tiananmen Square two years ago also has clouded China's bright image.

American participants, fearing the political and economic consequences of China losing MFN status, spent considerable time during the conference explaining to the Chinese the need to be more responsive to U.S. demands said Johnson.

Chinese officials argued, however, that as a member of the U.N. Security Council, as well as an important player in

MORE

resolving turmoil in Cambodia and Korea, China is still a vital partner on the geopolitical scene.

"The U.S. simply has to tolerate the differences of values in the two societies," the Chinese participants concluded.

But with the Soviet Union no longer viewed as a major threat to U.S. security, Congressional tolerance of China's misconduct has waned considerably.

Other issues discussed at the conference included the Chinese trade deficit, the transfer of military technology, and China's feelings about Japan taking a larger military role in Asia. Most Favored Nation status, however, remained the central issue, said Johnson.

June 3, 1991
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BOB _____

DEBBIE _____

FAY _____

HEATHER _____

HELEN _____

JAMIE _____

JANE _____

JOANN _____

KELLIE _____

LORETTA _____

PEGGY _____

RICHARD _____

SANDY _____

TRACY _____

NOTES

OW
Award

SLUG: Andrew A. LawrenceAUTHOR: H BaytDATE RELEASED: 4 June '91

- 1) Local Daily
- Metro Desk
 - Style, Capital Life
 - National Desk
- 2) Metro Newspapers
- D.C.
 - Maryland (PG County)
 - Maryland (Montgomery County)
 - Northern Virginia
 - Loudoun County
- 3) Local TV
- News Desk
 - Public Affairs Director
 - PSA Director
 - Talk Show/Public Affairs Show
- 4) Local Radio
- News Director
 - PSA Director
 - Calendar Listings
 - Talk Show/Public Affairs Show
- 5) General Interest and News Magazine
- Local Coverage
 - National Coverage
- 6) National Daily
- Washington Bureau
 - Home Office
 - Lifestyle Editor
 - Op-Ed Editor
- 7) Wire Services
- City Desk
 - National Desk
 - Broadcast
 - Daybooks
- 8) Syndicates/News Services
- Newspapers
 - Broadcast
- 9) National Broadcast
- Network Radio News Desk
 - Network Radio Shows
 - Network TV News Desk
 - Network TV Shows
 - Non-Network Radio Talk Shows
- 10) Foreign Media
- Australian
 - British
 - Canadian
 - Hispanic
 - Japanese
 - French
 - German
 - Korean
 - Chinese
 - Israel
- 11) Advertising/Public Relations/Marketing
- newspaper reporters (local, national and syndicates)
 - specialized publication reporters (magazine, newsletters, etc.)
- 12) Architecture
- newspaper reporters
 - specialized publication reporters
- 13) Art
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 14) Black-oriented Audience
- newspapers
 - radio
 - TV
 - specialized publications
- 15) Business
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 16) College Newspapers (local)
- 17) Community (Non-Media)
- Campus
 - D.C.
 - Maryland
 - Virginia
 - Special Campus
 - Dean's List
- 18) Computers
- newspaper reporters
 - specialized publication reporters
 - calendar listings
- 19) Congress
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 20) Consumer
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 21) Dance
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 22) Drama
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar Listings
- 23) Economics/Finance
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 24) Education
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 25) Energy
- newspaper reporters
 - TV reporters
 - specialized publication reporters
- 26) Engineering
- TV reporters
 - specialized publication reporters
 - calendar listings
- 27) Environment
- newspaper reporters
 - TV reporters
 - specialized publication reporters
- 28) Federal
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 29) Film
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 30) Health Services
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 31) Historical
- specialized publication reporters
- 32) Labor
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 33) Law/The Courts
- newspaper reporters
 - TV reporters
 - specialized publication reporters
 - law reviews
- 34) Libraries
- specialized publication reporters
- 35) Literary
- newspaper reporters
 - specialized publication reporters
 - calendar listings
- 36) Media
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 37) Military
- newspapers
 - specialized publications
- 38) Museums
- specialized publication reporters
- 39) Music
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 40) Politics
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 41) Pentagon/Defense
National Security
- newspaper reporters
 - TV reporters
 - specialized publication reporters
- 42) Public Policy
- newspaper reporters
 - specialized publication reporters
- 43) Public/International Affairs
State Department
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 44) Regulatory Agencies
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 45) Religion
- newspaper reporters
 - specialized publication reporters
- 46) Social Sciences (Psychology, Sociology)
- newspaper reporters
 - specialized publication reporters
- 47) Science
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 48) Technology
- newspaper reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 49) Telecommunications
- newspaper reporters
 - specialized publication reporters
 - calendar listings
- 50) Travel
- newspaper reporters
 - specialized publications (in-flight magazines)
 - travel trade publications
- 51) White House
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporter
- 52) Women's Issues
- newspaper reporters
 - specialized publication reporter
- 53) Women/Family/Leisure-Oriented Audience
- specialized publications
- 54) Youth-Oriented Audience
- newspaper reporters/columns
 - radio reporters/shows
 - TV shows
 - specialized publications/reports
 - calendar listings
- 55) Space
- newspaper reporters/columns
 - radio reporters/shows
 - TV reporters
 - specialized publication reporters
- 56) President's List
- media
 - colleagues
- 57) Terrorism
- newspaper reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 58) Jewish Media
- newspapers
 - broadcast
- 59) AIDS
- newspapers
 - specialized publications
 - TV reporters
 - radio reporters
- 60) International
- newspapers
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 61) Banking
- newspapers
 - TV reporters
 - specialized publication reporters

(NOTE: Underlined categories which follow are major categories, containing extensive media listings in sub-categories a, b, c. Non-underlined categories generally contain listings limited to local media in sub-categories a, b, c.

5. EFFECT or AUDIENCE

OTHER: _____

Kellie . 2

EFFECTIVE 4/91, GWU

Jane Goldstein
NLC
Lerner 102
Morlene Valdez
NLC
Lerner 103

Andrew Lawrence & Co
NLC
Sto 5-303

June 4, 1991

CONTACT: Kellie Boyet
(202) 994-6460

FOR IMMEDIATE RELEASE

ANDREW A. LAURENCE RECEIVES AWARD FROM GW
NATIONAL LAW CENTER

WASHINGTON, DC -- Andrew A. Laurence, of Washington, DC, received the George Washington Award from The George Washington University during the June 2nd commencement ceremony of the National Law Center (NLC). Laurence, media coordinator for the NLC, has worked at GW's law school for seven years.

The award was created by the University to honor students, faculty, administrators and staff members who, by their special efforts beyond their regular responsibilities, have made the University a better place in which to live and work.

During his tenure as the NLC's media coordinator, Laurence established a video library of distinguished speakers who have participated in the Center's Enrichment Program. He also produced a promotional film on the Law Center which has been shown at alumni events. Laurence also won an award from the Law Librarians Society of the District of Columbia for a film he produced for the NLC's Student Bar Association's pre-orientation week for incoming law students.

June 4, 1991

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BOB _____

DEBBIE _____

FAY _____

HEATHER _____

HELEN _____

JAMIE _____

JANE _____

JOANN _____

KELLIE *Author*

LORETTA _____

PEGGY _____

RICHARD *RJA*

SANDY _____

TRACY _____

NOTES

RHA

SLUG: GW named SCHOOL of the Year (RHA)
AUTHOR: A. Borst DATE RELEASED: 5 June '911378
53
198

- 1) Local Daily
a) Metro Desk
b) Style, Capital Life
c) National Desk
- 2) Metro Newspapers
a) D.C.
b) Maryland (PG County)
c) Maryland (Montgomery County)
d) Northern Virginia
e) Loudoun County
- 3) Local TV
a) News Desk
b) Public Affairs Director
c) PSA Director
d) Talk Show/Public Affairs Show
- 4) Local Radio
a) News Director
b) PSA Director
c) Calendar Listings
d) Talk Show/Public Affairs Show
- General Interest and News Magazine
a) Local Coverage
b) National Coverage
- 6) National Daily
a) Washington Bureau
b) Home Office
c) Lifestyle Editor
d) Op-Ed Editor
- 7) Wire Services
a) City Desk
b) National Desk
c) Broadcast
d) Daybooks
- 8) Syndicates/News Services
a) Newspapers
b) Broadcast
- 9) National Broadcast
a) Network Radio News Desk
b) Network Radio Shows
c) Network TV News Desk
d) Network TV Shows
e) Non-Network Radio Talk Shows
- 10) Foreign Media
a) Australian
b) British
c) Canadian
d) Hispanic
e) Japanese
f) French
g) German
h) Korean
i) Chinese
j) Israel
- 13) Art
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 14) Black-oriented Audience
a) newspapers
b) radio
c) TV
d) specialized publications
- 15) Business
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 16) College Newspapers (local)
- 17) Community (Non-Media)
a) Campus
b) D.C.
c) Maryland
d) Virginia
e) Special Campus
f) Dean's List
- 18) Computers
a) newspaper reporters
d) specialized publication reporters
e) calendar listings
- 19) Congress
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 20) Consumer
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 21) Dance
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 22) Drama
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 23) Economics/Finance
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 24) Education
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 25) Energy
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
- 26) Engineering
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 27) Environment
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
- 28) Federal
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 29) Film
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 30) Health Services
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 31) Historical
d) specialized publication reporters
- 32) Labor
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 33) Law/The Courts
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
e) law reviews
- 34) Libraries
d) specialized publication reporters
- 35) Literary
a) newspaper reporters
d) specialized publication reporters
e) calendar listings
- 36) Media
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 37) Military
a) newspapers
d) specialized publications
- 38) Museums
d) specialized publication reporters
- 39) Music
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 40) Politics
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 41) Pentagon/Defense
National Security
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
- 42) Public Policy
a) newspaper reporters
d) specialized publication reporters
- 43) Public/International Affairs
State Department
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 44) Regulatory Agencies
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 45) Religion
a) newspaper reporters
d) specialized publication reporters
- 46) Social Sciences (Psychology, Sociology)
a) newspaper reporters
d) specialized publication reporters
- 47) Science
a) newspaper reporters
b) radio reporters
c) TV reporters
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- 48) Technology
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a) media
b) colleagues
- 57) Terrorism
a) newspaper reporters
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e) calendar listings
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a) newspapers
b) broadcast
- 59) AIDS
a) newspapers
b) specialized publications
c) TV reporters
d) radio reporters
- 60) International
a) newspapers
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 61) Banking
a) newspapers
c) TV reporters
d) specialized publication reporters
- OTHER: Kellie - 3
- EFFECTIVE 4/91, GWU
27-3 Chris Sporon
RHA
Thurston Hall
1 -> Amy Greenwald
Campus Life
MC 2nd Fl.
over

(NOTE: Underlined categories which follow are major categories, containing extensive media listings in sub-categories a, b, c. Non-underlined categories generally contain listings limited to local area in sub-categories a, b, c.

SUBJECT or AUDIENCE

- 11) Advertising/Public Relations/Marketing
a) newspaper reporters (local, national and syndicates)
d) specialized publication reporters (magazine, newsletters, etc.)

- 12) Architecture
a) newspaper reporters
d) specialized publication reporters

1 -> Linda Bonnets
Dean & Students
Rue 401

1 -> LeNorman Street
Campus life
MC and 71.

June 5, 1991

CONTACT: Kellie J. Boyet
(202) 994-6460

FOR IMMEDIATE RELEASE

GEORGE WASHINGTON SELECTED AS NATIONAL "SCHOOL OF THE YEAR"

WASHINGTON, DC -- The George Washington University's Residence Hall Association (RHA) was selected as the "School of the Year" by the National Association of College and University Residence Halls. The honor was announced during the organization's annual conference at Arizona State University on May 25. GW was the only private institution among the seven finalists.

The GW team, lead by RHA president Christopher Speron, was selected as the national winner on the basis of its commitment to involving on-campus students in extracurricular events. In the past year, the RHA sponsored "Martha's Marathon," an auction that netted \$20,000 for housing scholarships, "SuperDance" which raised more than \$9,000 for muscular dystrophy, and a cultural appreciation week. GW has 13 residence halls accomodating 3,000 students.

Members of The National Association of College and University Residence Halls number approximately 280 institutions from across the country.

June 5, 1991

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BOB _____

JOANN _____

DEBBIE _____

KELLIE _____

FAY _____

LORETTA _____

FATHER *Andrew* _____

PEGGY _____

HELEN _____

RICHARD _____

JAMIE _____

SANDY _____

JANE _____

TRACY _____

NOTES

833-2530 / 833-2531.

SLUG: _____

AUTHOR: _____

DATE RELEASED: _____

Savertan Testimony

Heather

6/4/91

- 1) Local Daily
- Metro Desk
 - Style, Capital Life
 - National Desk
- 2) Metro Newspapers
- D.C.
 - Maryland (PG County)
 - Maryland (Montgomery County)
 - Northern Virginia
 - Loudoun County
- 3) Local TV
- News Desk
 - Public Affairs Director
 - PSA Director
 - Talk Show/Public Affairs Show
- 4) Local Radio
- News Director
 - PSA Director
 - Calendar Listings
 - Talk Show/Public Affairs Show
- General Interest and News Magazine
- Local Coverage
 - National Coverage
- 6) National Daily
- Washington Bureau
 - Home Office
 - Lifestyle Editor
 - Op-Ed Editor
- 7) Wire Services
- City Desk
 - National Desk
 - Broadcast
 - Daybooks
- 8) Syndicates/News Services
- Newspapers
 - Broadcast
- 9) National Broadcast
- Network Radio News Desk
 - Network Radio Shows
 - Network TV News Desk
 - Network TV Shows
 - Non-Network Radio Talk Shows
- 10) Foreign Media
- Australian
 - British
 - Canadian
 - Hispanic
 - Japanese
 - French
 - German
 - Korean
 - Chinese
 - Israel
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 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 14) Black-oriented Audience
- newspapers
 - radio
 - TV
 - specialized publications
- 15) Business
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 - radio reporters
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 - specialized publication reporters
 - calendar listings
- 16) College Newspapers (local)
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- 20) Consumer
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 21) Dance
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 22) Drama
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 23) Economics/Finance
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 24) Education
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 25) Energy
- newspaper reporters
 - TV reporters
 - specialized publication reporters
- 26) Engineering
- TV reporters
 - specialized publication reporters
 - calendar listings
- 27) Environment
- newspaper reporters
 - TV reporters
 - specialized publication reporters
- 28) Federal
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 29) Film
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 30) Health Services
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 31) Historical
- specialized publication reporters
- 32) Labor
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 33) Law/The Courts
- newspaper reporters
 - TV reporters
 - specialized publication reporters
 - law reviews
- 34) Libraries
- specialized publication reporters
- 35) Literary
- newspaper reporters
 - specialized publication reporters
 - calendar listings
- 36) Media
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 37) Military
- newspapers
 - specialized publications
- 38) Museums
- specialized publication reporters
- 39) Music
- newspaper reporters
 - radio reporters
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 - specialized publication reporters
 - calendar listings
- 40) Politics
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 41) Pentagon/Defense
- National Security
- newspaper reporters
 - TV reporters
 - specialized publication reporters
- 42) Public Policy
- newspaper reporters
 - specialized publication reporters
- 43) Public/International Affairs
- State Department
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 44) Regulatory Agencies
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 45) Religion
- newspaper reporters
 - specialized publication reporters
- 46) Social Sciences (Psychology, Sociology)
- newspaper reporters
 - specialized publication reporters
- 47) Science
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 48) Technology
- newspaper reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 49) Telecommunications
- newspaper reporters
 - specialized publication reporters
 - calendar listings
- 50) Travel
- newspaper reporters
 - specialized publications (in-flight magazines)
 - travel trade publications
- 51) White House
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporter
- 52) Women's Issues
- newspaper reporters
 - specialized publication reporter
- 53) Women/Family/Leisure-Oriented Audience
- specialized publications
- 54) Youth-Oriented Audience
- newspaper reporters/columns
 - radio reporters/shows
 - TV shows
 - specialized publications/reports
 - calendar listings
- 55) Space
- newspaper reporters/columns
 - radio reporters/shows
 - TV reporters
 - specialized publication reporters
- 56) President's List
- media
 - colleagues
- 57) Terrorism
- newspaper reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 58) Jewish Media
- newspapers
 - broadcast
- 59) AIDS
- newspapers
 - specialized publications
 - TV reporters
 - radio reporters
- 60) International
- newspapers
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 61) Banking
- newspapers
 - TV reporters
 - specialized publication reporters

(NOTE: Underlined categories which follow are major categories, containing extensive media listings in sub-categories a, b, c. Non-underlined categories generally contain listings limited to local media in sub-categories a, b, c.

JECT or AUDIENCE

- 11) Advertising/Public Relations/Marketing
- newspaper reporters (local, national and syndicates)
 - specialized publication reporters (magazine, newsletters, etc.)

- 12) Architecture
- newspaper reporters
 - specialized publication reporters

OTHER: _____

Wintan CSRS
1717 K St NW
- 2 copies to d.

EFFECTIVE 4/91, GWU

Reggy - Can
I see list
24.

12 copies for
Linton

EMBARGOED UNTIL 9:00 A.M., THURSDAY JUNE 6, 1991

MEDIA CONTACT: Heather Ittel
(202) 994-6460

FOR IMMEDIATE RELEASE

GW ECONOMIST TESTIFIES THAT CONGRESS SHOULD IMPLEMENT JOB PROGRAMS

"There is an urgent need for establishing a jobs program that would provide work rather than meager income support to the long-term, unemployed and job ready welfare recipients," said Sar A. Levitan. Levitan, a research professor of economics and director of The George Washington University Center for Social Policy Studies, made these remarks in testimony before the House Budget Committee Taskforce on Urgent Fiscal Issues which was held today at 9:00 a.m. in room 210 of the Cannon Office Building.

He proposed a 500,000 job program that would cost approximately \$6 billion. But the program would help even more unemployed and welfare recipients because not all enrollees will remain on the public job rolls for a complete year. Levitan estimated that the program would fill less than a sixth of the job deficit forecast by the Council of Economic Advisors for 1992.

Levitan testified that during the first four months of this year, more than a million unemployed people have exhausted their unemployment insurance eligibility.

-More-

He suggests that the proposed jobs program would serve four separate but overlapping needs. Specifically, it would 1) alleviate joblessness and poverty, 2) help the local or national economy emerge from a recession if the expenditures made are sufficiently large, 3) provide jobs to able-bodied welfare recipients, thus promoting self-sufficiency and 4) produce needed services that are otherwise neglected.

Levitan contends that the 1988 welfare reform also presented a compelling need for a jobs program. The Family Support Act called for educating and training welfare recipients, but omitted a job creation program. "If successful completers of education or training programs cannot find a job to utilize their newly acquired skills, their efforts will go for naught. The welfare reform law is likely to fail without sufficient jobs, and the welfare recipients will be blamed for shirking work," he testified.

"Instead of considering only the immediate expenditures for job creation," Levitan urged, "Congress should take into account the longer-run savings resulting from reduced unemployment insurance and welfare outlays. Congress and the President should declare that a jobs program comes under the emergency provision of the 1990 budget reduction legislation."

Levitan is the author of numerous books and reports. His most recent work, titled "Spending to Save: Expanding Employment Opportunities," addresses the need for a jobs creation program.

****Note:** Media wishing to get a copy of Mr. Levitan's testimony or "Spending to Save," should contact Heather Ittel in the Office of University Relations, (202) 994-6460.

EMBARGOED UNTIL 9:00 A.M., THURSDAY JUNE 6, 1991

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BOB _____

DEBBIE _____

FAL _____

HEATHER _____

HELEN _____

JAMIE _____

JANE _____

JOANN _____

KELLIE *Author*

LORETTA _____

PEGGY _____

RICHARD *RSA*

SANDY _____

TRACY _____

NOTES

Harry Pitt

SLUG: Harry Ritt named GW's Superintendent in Residence 1563AUTHOR: A. BryantDATE RELEASED: 5 June 91 28

- 1) Local Daily
a) Metro Desk
b) Style, Capital Life
c) National Desk
- 2) Metro Newspapers
a) D.C.
b) Maryland (PG County)
c) Maryland (Montgomery County)
d) Northern Virginia
e) Loudoun County
- 3) Local TV
a) News Desk
b) Public Affairs Director
c) PSA Director
d) Talk Show/Public Affairs Show
- 4) Local Radio
a) News Director
b) PSA Director
c) Calendar Listings
d) Talk Show/Public Affairs Show
- 5) General Interest and News Magazine
a) Local Coverage
b) National Coverage
- 6) National Daily
a) Washington Bureau
b) Home Office
c) Lifestyle Editor
d) Op-Ed Editor
- 7) Wire Services
a) City Desk
b) National Desk
c) Broadcast
d) Daybooks
- 8) Syndicates/News Services
a) Newspapers
b) Broadcast
- 9) National Broadcast
a) Network Radio News Desk
b) Network Radio Shows
c) Network TV News Desk
d) Network TV Shows
e) Non-Network Radio Talk Shows
- 10) Foreign Media
a) Australian
b) British
c) Canadian
d) Hispanic
e) Japanese
f) French
g) German
h) Korean
i) Chinese
j) Israel
- 13) Art
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 14) Black-oriented Audience
a) newspapers
b) radio
c) TV
d) specialized publications
- 15) Business
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 16) College Newspapers (local)
- 17) Community (Non-Media)
a) Campus
b) D.C.
c) Maryland
d) Virginia
e) Special Campus
f) Dean's List
- 18) Computers
a) newspaper reporters
d) specialized publication reporters
e) calendar listings
- 19) Congress
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 20) Consumer
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 21) Dance
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 22) Drama
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 23) Economics/Finance
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 24) Education
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 25) Energy
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
- 26) Engineering
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 27) Environment
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
- 28) Federal
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 29) Film
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 30) Health Services
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 31) Historical
d) specialized publication reporters
- 32) Labor
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 33) Law/The Courts
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
e) law reviews
- 34) Libraries
d) specialized publication reporters
- 35) Literary
a) newspaper reporters
d) specialized publication reporters
e) calendar listings
- 36) Media
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 37) Military
a) newspapers
d) specialized publications
- 38) Museums
d) specialized publication reporters
- 39) Music
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 40) Politics
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 41) Pentagon/Defense
National Security
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
- 42) Public Policy
a) newspaper reporters
d) specialized publication reporters
- 43) Public/International Affairs
State Department
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 44) Regulatory Agencies
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 45) Religion
a) newspaper reporters
d) specialized publication reporters
- 46) Social Sciences (Psychology, Sociology)
a) newspaper reporters
d) specialized publication reporters
- 47) Science
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 48) Technology
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 49) Telecommunications
a) newspaper reporters
d) specialized publication reporters
e) calendar listings
- 50) Travel
a) newspaper reporters
b) specialized publications (in-flight magazines)
z) travel trade publications
- 51) White House
a) newspaper reporters
b) radio reporters
c) TV reporters
d) specialized publication reporter
- 52) Women's Issues
a) newspaper reporters
d) specialized publication reporter
- 53) Women/Family/Leisure-Oriented Audience
d) specialized publications
- 54) Youth-Oriented Audience
a) newspaper reporters/columns
b) radio reporters/shows
c) TV shows
d) specialized publications/reports
e) calendar listings
- 55) Space
a) newspaper reporters/columns
b) radio reporters/shows
c) TV reporters
d) specialized publication reporters
- 56) President's List
a) media
b) colleagues
- 57) Terrorism
a) newspaper reporters
c) TV reporters
d) specialized publication reporters
e) calendar listings
- 58) Jewish Media
a) newspapers
b) broadcast
- 59) AIDS
a) newspapers
b) specialized publications
c) TV reporters
d) radio reporters
- 60) International
a) newspapers
b) radio reporters
c) TV reporters
d) specialized publication reporters
- 61) Banking
a) newspapers
c) TV reporters
d) specialized publication reporters
- (NOTE: Underlined categories which follow are major categories, containing extensive media listings in sub-categories a, b, c. Non-underlined categories generally contain listings limited to local media in sub-categories a, b, c.)
- SUBJECT or AUDIENCE
- 1) Advertising/Public Relations/Marketing
a) newspaper reporters (local, national and syndicates)
d) specialized publication reporters (magazine, newsletters, etc.)
- 12) Architecture
a) newspaper reporters
d) specialized publication reporters

OTHER: _____

Kelli-10

EFFECTIVE 4/91, GWU

June 6, 1991

CONTACT: Kellie Boyet
(202) 994-6460

FOR IMMEDIATE RELEASE

MONTGOMERY COUNTY SCHOOL SUPERINTENDENT HARRY PITT
TO BECOME SUPERINTENDENT-IN-RESIDENCE AT GW

Harry Pitt, the superintendent of Montgomery County (Md.) Public Schools, will become the first of two "Superintendents-in-Residence" and a visiting professor of The George Washington University School of Education and Human Development (SEHD), University officials announced today.

Pitt will officially retire as superintendent of schools later this month, a position he has held since 1987. He will assume his GW residency in Sept. 1991. A second superintendent-in-residence will be named shortly.

"GW is very fortunate to have a nationally recognized superintendent of Dr. Pitt's status mentoring persons who aspire to follow in his footsteps as public school system-based administrators," says Jay Shotel, associate dean of SEHD. "His expertise in running a school system of the size and complexity of Montgomery County is difficult to match."

Pitt's appointment is for two years. As part of his responsibilities at GW, Pitt will assist in the development of a

--MORE--

new leadership academy devoted to training school system superintendents and other high level education executives. The academy will combine study in educational leadership with courses in business, political science and related areas. Pitt also will teach at least one graduate course on educational leadership in SEHD.

A three-time alumnus of GW, Pitt received his doctorate in education from the University in 1965. He also was awarded his bachelor of science and master's of arts degrees from GW in 1951 and 1955, respectively.

After serving in the military, Pitt began his teaching career in Arlington County (Va.) public schools and in 1958 was appointed assistant principal of Washington-Lee High School.

In 1962, Pitt moved to Montgomery County (Md.) as assistant principal of Walt Whitman High School. The next year he became principal at Sherwood High School where he served until 1966. Afterward, Pitt was appointed to a number of advanced administrative positions in the Montgomery County school system, culminating in being named superintendent of schools in 1987.

June 6, 1991

CONTACT: Kellie Boyet
(202) 994-6460

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BOB _____

JOANN _____

DEBBIE _____

KELLIE ~~FB~~ _____

FAY _____

LORETTA _____

EATHER *with* _____

PEGGY _____

HELEN _____

RICHARD PSA _____

JAMIE _____

SANDY _____

JANE _____

TRACY _____

NOTES

SLUG: Blakely at LisnerAUTHOR: Heather OttoDATE RELEASED: 6/14/91150
53
203

- 1) Local Daily
- a) Metro Desk
 - b) Style, Capital Life
 - c) National Desk
- 2) Metro Newspapers
- a) D.C.
 - b) Maryland (PG County)
 - c) Maryland (Montgomery County)
 - d) Northern Virginia
 - e) Loudoun County
- 3) Local TV
- a) News Desk
 - b) Public Affairs Director
 - c) PSA Director
 - d) Talk Show/Public Affairs Show
- 4) Local Radio
- a) News Director
 - b) PSA Director
 - c) Calendar Listings
 - d) Talk Show/Public Affairs Show
- 5) General Interest and News Magazine
- a) Local Coverage
 - b) National Coverage
- 6) National Daily
- a) Washington Bureau
 - b) Home Office
 - c) Lifestyle Editor
 - d) Op-Ed Editor
- 7) Wire Services
- a) City Desk
 - b) National Desk
 - c) Broadcast
 - d) Daybooks
- 8) Syndicates/News Services
- a) Newspapers
 - b) Broadcast
- 9) National Broadcast
- a) Network Radio News Desk
 - b) Network Radio Shows
 - c) Network TV News Desk
 - d) Network TV Shows
 - e) Non-Network Radio Talk Shows
- 10) Foreign Media
- a) Australian
 - b) British
 - c) Canadian
 - d) Hispanic
 - e) Japanese
 - f) French
 - g) German
 - h) Korean
 - i) Chinese
 - j) Israel
- 11) Advertising/Public Relations/Marketing
- a) newspaper reporters (local, national and syndicates)
 - d) specialized publication reporters (magazine, newsletters, etc.)
- 12) Architecture
- a) newspaper reporters
 - d) specialized publication reporters
- 13) Art
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 14) Black-oriented Audience
- a) newspapers
 - b) radio
 - c) TV
 - d) specialized publications
- 15) Business
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 16) College Newspapers (local)
- 17) Community (Non-Media)
- a) Campus
 - b) D.C.
 - c) Maryland
 - d) Virginia
 - e) Special Campus
 - f) Dean's List
- 18) Computers
- a) newspaper reporters
 - d) specialized publication reporters
 - e) calendar listings
- 19) Congress
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 20) Consumer
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 21) Dance
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 22) Drama
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar Listings
- 23) Economics/Finance
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 24) Education
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 25) Energy
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
- 26) Engineering
- c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 27) Environment
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
- 28) Federal
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 29) Film
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 30) Health Services
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 31) Historical
- d) specialized publication reporters
- 32) Labor
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 33) Law/The Courts
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) law reviews
- 34) Libraries
- d) specialized publication reporters
- 35) Literary
- a) newspaper reporters
 - d) specialized publication reporters
 - e) calendar listings
- 36) Media
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 37) Military
- a) newspapers
 - d) specialized publications
- 38) Museums
- d) specialized publication reporters
- 39) Music
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 40) Politics
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 41) Pentagon/Defense
- National Security
 - a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
- 42) Public Policy
- a) newspaper reporters
 - d) specialized publication reporters
- 43) Public/International Affairs
- State Department
 - a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 44) Regulatory Agencies
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 45) Religion
- a) newspaper reporters
 - d) specialized publication reporters
- 46) Social Sciences (Psychology, Sociology)
- a) newspaper reporters
 - d) specialized publication reporters
- 47) Science
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 48) Technology
- a) newspaper reporters
 - c) TV reporters
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 - e) calendar listings
- 49) Telecommunications
- a) newspaper reporters
 - d) specialized publication reporters
 - e) calendar listings
- 50) Travel
- a) newspaper reporters
 - b) specialized publications (in-flight magazines)
 - z) travel trade publications
- 51) White House
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 52) Women's Issues
- a) newspaper reporters
 - d) specialized publication reporters
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- d) specialized publications
- 54) Youth-Oriented Audience
- a) newspaper reporters/columns
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 - c) TV shows
 - d) specialized publications/reports
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- 55) Space
- a) newspaper reporters/columns
 - b) radio reporters/shows
 - c) TV reporters
 - d) specialized publication reporters
- 56) President's List
- a) media
 - b) colleagues
- 57) Terrorism
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 58) Jewish Media
- a) newspapers
 - b) broadcast
- 59) AIDS
- a) newspapers
 - b) specialized publications
 - c) TV reporters
 - d) radio reporters
- 60) International
- a) newspapers
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 61) Banking
- a) newspapers
 - c) TV reporters
 - d) specialized publication reporters
- OTHER: Esther Cohen
Lisner And.
- EFFECTIVE 4/91, GWU
- (NOTE: Underlined categories which follow are major categories, containing extensive media listings in sub-categories a, b, c. Non-underlined categories generally contain listings limited to local media in sub-categories a, b, c.
- ECT or AUDIENCE

June 11, 1991

MEDIA CONTACT: Heather Ittel
(202) 994-6460

FOR MORE INFORMATION: (202) 994-6800

FOR IMMEDIATE RELEASE

**PIANIST MARTHA BLAKELY PERFORMS IN GW'S LISNER AT NOON
SPRING/SUMMER FINALE**

EVENT: Pianist Martha Blakely will perform the enchanting and unique melodies of Impressionist composer Scriabin in the final spring/summer performance of GW's Lisner at Noon series. The lunchtime concert series is free and open to the public.

WHEN: Wednesday, June 29, 1991, 12:15 p.m.

WHERE: The George Washington University
Lisner Auditorium
21st and H Streets, NW.

COST: Free and open to the public

BACKGROUND:

A former student of the renowned pianist Thomas Schumacher, Blakely earned a bachelor of music performance degree from the University of Cincinnati College-Conservatory of Music, where she also performed graduate work through the school's Graduate Scholarship for Piano Performance.

Blakely has given acclaimed concerts in the U.S., Europe and Africa, including live radio and TV performances.

Lisner at Noon is a community outreach program of The George Washington University, providing lunchtime music and dance performances. The majority of performers are Washington-area artists. Lisner at Noon concerts are presented in cooperation with the Washington Musicians for Nuclear Disarmament.

The Lisner at Noon series will reopen in fall 1991.

June 11, 1991

MEDIA CONTACT: Heather Ittel
(202) 994-6460

FOR MORE INFORMATION: (202) 994-6800

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JOANN _____

DEBBIE _____

KELLIE *Author*

FAY _____

LORETTA _____

HEATHER _____

PEGGY _____

HELEN _____

RICHARD *ESA*

JAMIE _____

SANDY _____

JANE _____

TRACY _____

NOTES

*College
Choice
(ERIC)*

SLUG: College Choice (ERIC Report)AUTHOR: K. BoyetDATE RELEASED: 20 May '9190
53
143

- 1) Local Daily
- a) Metro Desk
 - b) Style, Capital Life
 - c) National Desk
- 2) Metro Newspapers
- a) D.C.
 - b) Maryland (PG County)
 - c) Maryland (Montgomery County)
 - d) Northern Virginia
 - e) Loudoun County
- 3) Local TV
- a) News Desk
 - b) Public Affairs Director
 - c) PSA Director
 - d) Talk Show/Public Affairs Show
- 4) Local Radio
- a) News Director
 - b) PSA Director
 - c) Calendar Listings
 - d) Talk Show/Public Affairs Show
- 5) General Interest and News Magazine
- a) Local Coverage
 - b) National Coverage
- 6) National Daily
- a) Washington Bureau
 - b) Home Office
 - c) Lifestyle Editor
 - d) Op-Ed Editor
- 7) Wire Services
- a) City Desk
 - b) National Desk
 - c) Broadcast
 - d) Daybooks
- 8) Syndicates/News Services
- a) Newspapers
 - b) Broadcast
- 9) National Broadcast
- a) Network Radio News Desk
 - b) Network Radio Shows
 - c) Network TV News Desk
 - d) Network TV Shows
 - e) Non-Network Radio Talk Shows
- 10) Foreign Media
- a) Australian
 - b) British
 - c) Canadian
 - d) Hispanic
 - e) Japanese
 - f) French
 - g) German
 - h) Korean
 - i) Chinese
 - j) Israel
- 11) Advertising/Public Relations/Marketing
- a) newspaper reporters (local, national and syndicates)
 - d) specialized publication reporters (magazine, newsletters, etc.)
- 12) Architecture
- a) newspaper reporters
 - d) specialized publication reporters
- 13) Art
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 14) Black-oriented Audience
- a) newspapers
 - b) radio
 - c) TV
 - d) specialized publications
- 15) Business
- a) newspaper reporters
 - b) radio reporters
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- 16) College Newspapers (local)
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- a) Campus
 - b) D.C.
 - c) Maryland
 - d) Virginia
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 - f) Dean's List
- 18) Computers
- a) newspaper reporters
 - d) specialized publication reporters
 - e) calendar listings
- 19) Congress
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 20) Consumer
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 21) Dance
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 22) Drama
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 23) Economics/Finance
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 24) Education
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 25) Energy
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
- 26) Engineering
- c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 27) Environment
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
- 28) Federal
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 29) Film
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 30) Health Services
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 31) Historical
- d) specialized publication reporters
- 32) Labor
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 33) Law/The Courts
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) law reviews
- 34) Libraries
- d) specialized publication reporters
- 35) Literary
- a) newspaper reporters
 - d) specialized publication reporters
 - e) calendar listings
- 36) Media
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 37) Military
- a) newspapers
 - d) specialized publications
- 38) Museums
- d) specialized publication reporters
- 39) Music
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 40) Politics
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 41) Pentagon/Defense
- National Security
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
- 42) Public Policy
- a) newspaper reporters
 - d) specialized publication reporters
- 43) Public/International Affairs
- State Department
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 44) Regulatory Agencies
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 45) Religion
- a) newspaper reporters
 - d) specialized publication reporters
- 46) Social Sciences (Psychology, Sociology)
- a) newspaper reporters
 - d) specialized publication reporters
- 47) Science
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 48) Technology
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 49) Telecommunications
- a) newspaper reporters
 - d) specialized publication reporters
 - e) calendar listings
- 50) Travel
- a) newspaper reporters
 - b) specialized publications (in-flight magazines)
 - z) travel trade publications
- 51) White House
- a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 52) Women's Issues
- a) newspaper reporters
 - d) specialized publication reporters
- 53) Women/Family/Leisure-Oriented Audience
- d) specialized publications
- 54) Youth-Oriented Audience
- a) newspaper reporters/columns
 - b) radio reporters/shows
 - c) TV shows
 - d) specialized publications/reports
 - e) calendar listings
- 55) Space
- a) newspaper reporters/columns
 - b) radio reporters/shows
 - c) TV reporters
 - d) specialized publication reporters
- 56) President's List
- a) media
 - b) colleagues
- 57) Terrorism
- a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 58) Jewish Media
- a) newspapers
 - b) broadcast
- 59) AIDS
- a) newspapers
 - b) specialized publications
 - c) TV reporters
 - d) radio reporters
- 60) International
- a) newspapers
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
- 61) Banking
- a) newspapers
 - c) TV reporters
 - d) specialized publication reporters
- OTHER: Kellie - 5
- EFFECTIVE 4/91, GWU
- 94% Shoted
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Finger 507

June 11, 1991

CONTACT: Kellie Boyet
(202) 994-6460
Bryan Hollister
(202) 296-2597

FOR IMMEDIATE RELEASE

COLLEGE CHOICE: STUDENTS ARE FLEXING THEIR MARKETPLACE MUSCLE

Most colleges and universities can no longer be passive in attracting students to their campuses, says Michael B. Paulsen, author of a new report on student choice published by the ERIC Clearinghouse on Higher Education. Students have become savvy consumers, notes Paulsen, and competition for their tuition dollars can be fierce. Higher education institutions must study the market and alter its enrollment practices to succeed in attracting desired students.

In "College Choice: Understanding Student Enrollment Behavior," Paulsen explores the factors and processes students use in choosing a college. Such knowledge, the author believes, can help higher education institutions strengthen their recruiting, enrollment and retention records.

The report is published by The George Washington University's Educational Resources Information Center (ERIC) Clearinghouse on Higher Education, in cooperation with the Association for the Study of Higher Education (ASHE).

According to Paulsen, colleges have developed two market-oriented goals since the 1970s. "They want to plan and

--MORE--

forecast their enrollment more effectively," he says. "And, they want to influence the college-going decision-making process of students."

Paulsen breaks down his study of college choice behavior into two categories: macro- and micro-level studies. Macro-level studies indicate how changes in the environment--outside an institution's control-- and changes in institutional characteristics--within an institution's control-- affect the school's total enrollment. Micro studies, on the other hand, indicate ways in which environmental, institutional and student characteristics affect student choices of whether or not to attend college and, if so, which college to accept.

Paulsen, an instructional development specialist in the Office of Instructional Resources, is an adjunct associate professor of higher education at the University of Alabama. He received his Ph.D. from the University of Iowa where he specialized in higher education and economics.

"College Choice: Understanding Student Enrollment Behavior" is No.6 of the 1990 Higher Education Report Series from ASHE and the ERIC Clearinghouse on Higher Education. The report was published in May 1991. ERIC is a sponsored project of The George Washington University School of Education and Human Development.

The monograph is available for \$17.00 from ASHE-ERIC Higher Education Reports, The George Washington University, One Dupont Circle, Suite 630, Washington, DC 20036. Review copies for publications are available on request.

June 11, 1991

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BOB _____

DEBBIE _____

HEATHER *rather* _____

HELEN _____

JAMIE _____

_____ E _____

JOANN _____

KELLIE  _____

LORETTA _____

PEGGY _____

RICHARD  _____

SANDY _____

TRACY _____

NOTES

SLUG: OK - Top SheetAUTHOR: HeathDATE RELEASED: 6/10/91

- 1) Local Daily
- Metro Desk
 - Style, Capital Life
 - National Desk
- 2) Metro Newspapers
- D.C.
 - Maryland (PG County)
 - Maryland (Montgomery County)
 - Northern Virginia
 - Loudoun County
- 3) Local TV
- News Desk
 - Public Affairs Director
 - PSA Director
 - Talk Show/Public Affairs Show
- 4) Local Radio
- News Director
 - PSA Director
 - Calendar Listings
 - Talk Show/Public Affairs Show
- 5) General Interest and News Magazine
- Local Coverage
 - National Coverage
- 6) National Daily
- Washington Bureau
 - Home Office
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- 7) Wire Services
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 - National Desk
 - Broadcast
 - Daybooks
- 8) Syndicates/News Services
- Newspapers
 - Broadcast
- 9) National Broadcast
- Network Radio News Desk
 - Network Radio Shows
 - Network TV News Desk
 - Network TV Shows
 - Non-Network Radio Talk Shows
- 10) Foreign Media
- Australian
 - British
 - Canadian
 - Hispanic
 - Japanese
 - French
 - German
 - Korean
 - Chinese
 - Israel
- (NOTE: Underlined categories which follow are major categories, containing extensive media in sub-categories a, b, c. Non-underlined categories generally contain listings limited to local media in sub-categories a, b, c.)
- SUBJECT or AUDIENCE
- 11) Advertising/Public Relations/Marketing
- newspaper reporters (local, national and syndicates)
 - specialized publication reporters (magazine, newsletters, etc.)
- 12) Architecture
- newspaper reporters
 - specialized publication reporters
- 13) Art
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 14) Black-oriented Audience
- newspapers
 - radio
 - TV
 - specialized publications
- 15) Business
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 16) College Newspapers (local)
- 17) Community (Non-Media)
- Campus
 - D.C.
 - Maryland
 - Virginia
 - Special Campus
 - Dean's List
- 18) Computers
- newspaper reporters
 - specialized publication reporters
 - calendar listings
- 19) Congress
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 20) Consumer
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 21) Dance
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 22) Drama
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 23) Economics/Finance
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 24) Education
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 25) Energy
- newspaper reporters
 - TV reporters
 - specialized publication reporters
- 26) Engineering
- TV reporters
 - specialized publication reporters
 - calendar listings
- 27) Environment
- newspaper reporters
 - TV reporters
 - specialized publication reporters
- 28) Federal
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 29) Film
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 30) Health Services
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 31) Historical
- specialized publication reporters
- 32) Labor
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 33) Law/The Courts
- newspaper reporters
 - TV reporters
 - specialized publication reporters
 - law reviews
- 34) Libraries
- specialized publication reporters
- 35) Literary
- newspaper reporters
 - specialized publication reporters
 - calendar listings
- 36) Media
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 37) Military
- newspapers
 - specialized publications
- 38) Museums
- specialized publication reporters
- 39) Music
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 40) Politics
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 41) Pentagon/Defense
National Security
- newspaper reporters
 - TV reporters
 - specialized publication reporters
- 42) Public Policy
- newspaper reporters
 - specialized publication reporters
- 43) Public/International Affairs
State Department
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 44) Regulatory Agencies
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 45) Religion
- newspaper reporters
 - specialized publication reporters
- 46) Social Sciences (Psychology, Sociology)
- newspaper reporters
 - specialized publication reporters
- 47) Science
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 48) Technology
- newspaper reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 49) Telecommunications
- newspaper reporters
 - specialized publication reporter
 - calendar listings
- 50) Travel
- newspaper reporters
 - specialized publications (in-flight magazines)
 - travel trade publications
- 51) White House
- newspaper reporters
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 52) Women's Issues
- newspaper reporters
 - specialized publication reporters
- 53) Women/Family/Leisure-Oriented Audience
- specialized publications
- 54) Youth-Oriented Audience
- newspaper reporters/columns
 - radio reporters/shows
 - TV shows
 - specialized publications/reports
 - calendar listings
- 55) Space
- newspaper reporters/columns
 - radio reporters/shows
 - TV reporters
 - specialized publication reporters
- 56) President's List
- media
 - colleagues
- 57) Terrorism
- newspaper reporters
 - TV reporters
 - specialized publication reporters
 - calendar listings
- 58) Jewish Media
- newspapers
 - broadcast
- 59) AIDS
- newspapers
 - specialized publications
 - TV reporters
 - radio reporters
- 60) International
- newspapers
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 61) Banking
- newspapers
 - TV reporters
 - specialized publication reporters
- OTHER: Ben Durdetshy
Dean
SOPM Gov. 206
Chuck Shepherd
SMPP, Mon. 401
- EFFECTIVE 4/91, GWU
- Can I see list?
- Advis:
-

Can you make sure Sarah Wolff is on for
Monitor TV
2030 m St, NW WDC
(202) 452-9624
20036
She should be on the lists 400 / 33c

June 10, 1991

MEDIA CONTACT: Heather Ittel
(202) 994-6460

MEDIA TIP SHEET

CIVIL RIGHTS AND WOMEN'S EQUITY IN EMPLOYMENT ACT OF 1991

EDUCATION IS NEEDED, NOT NEW LAWS

**Ben Burdetsky, Dean, School of Business and Public Management
(O) 202-994-6380 (H) 703-534-4619**

"There are plenty of laws on the books right now that if properly enforced and complied with would ameliorate problems in hiring practices. This law will create more court cases and will make it easier for employers to defend themselves.

"I think the basic requirement is attitudinal. We need to change attitudes through the education process, so that this underlying discrimination no longer exists."

Burdetsky is a former deputy assistant secretary of labor for employment and training. He is the author of articles on various topics pertaining to employment and unemployment, occupations and careers, education and work and industrial relations.

LAW HAS GONE TOO FAR

**Charles Shepherd, assistant professor of business and public policy
(O) 202-994-6677 (H) 703-528-3215 (preferred)**

"The law is an amazingly flexible instrument for social change, but it has its limits. Illegal discrimination used to be confined to decisions on the basis of skin color or gender. But this law seems to mean that discrimination is anything that causes white males to be successful. The muscle of anti-discrimination law has been stretched too far and the result is a lot of flabbiness -- in business competition, in selection for jobs and, many people now say, our core value of taking responsibility for one's own self."

A former lawyer with the Federal Trade Commission, Shepherd researches in the areas of business and public policy and consumer issues.

June 10, 1991

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BOB _____

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FAY _____

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KELLIE Author

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RICHARD RJA

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Craver.

SLUG: CRAVER ON CIVIL RIGHTSAUTHOR: M BoyetDATE RELEASED: 6 June '91

- 1) Local Daily
- Metro Desk
 - Style, Capital Life
 - National Desk
- 2) Metro Newspapers
- D.C.
 - Maryland (PG County)
 - Maryland (Montgomery County)
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 - Loudoun County
- 3) Local TV
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 - calendar listings
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- 59) AIDS
- newspapers
 - specialized publications
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- 60) International
- newspapers
 - radio reporters
 - TV reporters
 - specialized publication reporters
- 61) Banking
- newspapers
 - TV reporters
 - specialized publication reporters
- OTHER: _____
- EFFECTIVE 4/91, GWU

June 10, 1991
CONTACT: Kellie Boyet
(202) 994-6460

FOR IMMEDIATE RELEASE

PRESIDENT BUSH IS THE ONE PROMOTING QUOTA HIRING
SAYS NATIONAL LAW CENTER PROFESSOR

"Contrary to White House rhetoric, the Democratic civil rights bill would not encourage quotas. The proposed legislation, the Civil Rights and Women's Equity in Employment Act of 1991, specifically prohibits such practice," says Charles B. Craver, a professor of law and an equal employment expert at The George Washington University National Law Center.

"In fact, the President is the major impetus for quota hiring," Craver contends. "Executive Order 11,246 requires federal contractors to hire appropriate percentages of minority and female employees. So it is President Bush himself who directly encourages employers to hire according to race, nationality and gender."

From the public debate and heavy media attention surrounding the Democratic and Republican Party versions of the civil rights bills, "one would think the two bills are significantly different," says Craver, "but the bills are actually quite similar in scope and impact."

According to the professor who has carefully studied the different versions, both bills are designed to reverse several

--MORE--

1989 Supreme Court decisions that make it difficult for minorities and women to challenge seemingly neutral employment standards that disqualify more minority and female applicants than white males. Also, a portion of both the Democratic and Republican versions would overturn the Wards Cove Packing that affects plaintiffs challenging allegedly discriminatory criteria.

"Plaintiffs must currently prove that a specific component of a personnel policy has a disparate impact upon minority and female applicants, and that a less discriminatory alternative is available," explains Craver. "These requirements are difficult to satisfy."

Craver goes on to explain that under the 1971 Griggs test, plaintiffs only had to show that practices had a discriminatory impact. After that burden was met, employers had to demonstrate that the challenged practices were related to successful job performance.

"The Democrat's bill would make it easier for plaintiffs to challenge multi-faceted personnel policies that combine to disqualify more minority or female applicants than white males," says Craver. "The Republican Party bill would still force plaintiffs to prove that a specific component caused the negative impact. But once the burden was met under either bill, employers would again be required to show that the challenged practice is necessary for successful job performance. Although the language of both bills differs slightly on this issue, the courts would probably apply them in a similar matter."

Other similarities abound according to Craver. Both the Democrat and Republican bills would overturn previous decisions, such as the Patterson decision which held that Section 1981 of the Reconstruction Era Civil Rights Act only protects persons when they apply for jobs.

"Both current bills would reestablish the prior doctrines that interpreted Section 1981 to preclude discriminatory employment conditions even after people are hired."

The Lorance, decision, he explains, would also be reversed, making it easier for individuals disadvantaged by discriminatory seniority systems to challenge them at the time the alleged discrimination occurs. Both bills set a limit of \$150,000 for damages to victims of harassment, although Craver points out, "in cases of extreme harassment, state tort remedies would be available and would provide victims with unlimited monetary relief."

"All in all, the bills are very close," notes Craver. He hopes that Congress and President Bush will seek mutually acceptable language with respect to the disputed areas and enact a 1991 civil rights law. "This is too important a social issue to permit party politics to preclude the adoption of a necessary and fair law."

June 10, 1991
CONTACT: Kellie Boyet
(202) 994-6460

FOR IMMEDIATE RELEASE

PRESIDENT BUSH IS THE ONE PROMOTING QUOTA HIRING
SAYS NATIONAL LAW CENTER PROFESSOR

"Contrary to White House rhetoric, the Democratic civil rights bill would not encourage quotas. The proposed legislation, the Civil Rights and Women's Equity in Employment Act of 1991, specifically prohibits such practice," says Charles B. Craver, a professor of law and an equal employment expert at The George Washington University National Law Center.

"In fact, the President is the major impetus for quota hiring," Craver contends. "Executive Order 11,246 requires federal contractors to hire appropriate percentages of minority and female employees. So it is President Bush himself who directly encourages employers to hire according to race, nationality and gender."

From the public debate and heavy media attention surrounding the Democratic and Republican Party versions of the civil rights bills, "one would think the two bills are significantly different," says Craver, "but the bills are actually quite similar in scope and impact."

According to the professor who has carefully studied the different versions, both bills are designed to reverse several

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1989 Supreme Court decisions that make it difficult for minorities and women to challenge seemingly neutral employment standards that disqualify more minority and female applicants than white males. Also, a portion of both the Democratic and Republican versions would overturn the Wards Cove Packing that affects plaintiffs challenging allegedly discriminatory criteria.

"Plaintiffs must currently prove that a specific component of a personnel policy has a disparate impact upon minority and female applicants, and that a less discriminatory alternative is available," explains Craver. "These requirements are difficult to satisfy."

Craver goes on to explain that under the 1971 Griggs test, plaintiffs only had to show that practices had a discriminatory impact. After that burden was met, employers had to demonstrate that the challenged practices were related to successful job performance.

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HEATHER *Author* _____

PEGGY _____

HELEN _____

RICHARD *RSA* _____

JAMIE _____

SANDY _____

JANE _____

TRACY _____

NOTES

SLUG: Halal spill AUTHOR: Heath DATE RELEASED: 6/14/91 110
34
164

- 1) Local Daily
 - a) Metro Desk
 - b) Style, Capital Life
 - c) National Desk
- 2) Metro Newspapers
 - a) D.C.
 - b) Maryland (PG County)
 - c) Maryland (Montgomery County)
 - d) Northern Virginia
 - e) Loudoun County
- 3) Local TV
 - a) News Desk
 - b) Public Affairs Director
 - c) PSA Director
 - d) Talk Show/Public Affairs Show
- 4) Local Radio
 - a) News Director
 - b) PSA Director
 - c) Calendar Listings
 - d) Talk Show/Public Affairs Show
- General Interest and News Magazine
 - a) Local Coverage
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- 6) National Daily
 - a) Washington Bureau
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 - c) Lifestyle Editor
 - d) Op-Ed Editor
- 7) Wire Services
 - a) City Desk
 - b) National Desk
 - c) Broadcast
 - d) Daybooks
- 8) Syndicates/News Services
 - a) Newspapers
 - b) Broadcast
- 9) National Broadcast
 - a) Network Radio News Desk
 - b) Network Radio Shows
 - c) Network TV News Desk
 - d) Network TV Shows
 - e) Non-Network Radio Talk Shows
- 10) Foreign Media
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 - e) Japanese
 - f) French
 - g) German
 - h) Korean
 - i) Chinese
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- 13) Art
 - a) newspaper reporters
 - b) radio reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 14) Black-oriented Audience
 - a) newspapers
 - b) radio
 - c) TV
 - d) specialized publications
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- 29) Film
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 - e) calendar listings
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 - z) travel trade publications
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 - b) radio reporters/shows
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- 56) President's List
 - a) media
 - b) colleagues
- 57) Terrorism
 - a) newspaper reporters
 - c) TV reporters
 - d) specialized publication reporters
 - e) calendar listings
- 58) Jewish Media
 - a) newspapers
 - b) broadcast
- 59) AIDS
 - a) newspapers
 - b) specialized publications
 - c) TV reporters
 - d) radio reporters
- 60) International
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 - c) TV reporters
 - d) specialized publication reporters
- 61) Banking
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 - c) TV reporters
 - d) specialized publication reporters

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SUBJECT or AUDIENCE

- 11) Advertising/Public Relations/Marketing
 - a) newspaper reporters (local, national and syndicates)
 - d) specialized publication reporters (magazine, newsletters, etc.)
- 12) Architecture
 - a) newspaper reporters
 - d) specialized publication reporters

OTHER: Halal
Letter 202

EFFECTIVE 4/91, GWU

June 11, 1991

MEDIA CONTACT: Heather Ittel
(202) 994-6460

FOR IMMEDIATE RELEASE

GW PROFESSOR SAYS CORPORATIONS NEED TO MOVE AWAY FROM HIERARCHIES

"Corporate America needs to make an historic transformation from the traditional hierarchy to a new model of organization in which power, initiative, and control originate among ordinary people at the bottom of the corporation," said William Halal to a group of business and government executives who attended the "Conference on Internal Markets" held May 30-31.

Halal, a professor of management at The George Washington University, co-chaired the meeting with Russell Ackoff, professor emeritus of the Wharton School, University of Pennsylvania.

Halal and Ackoff suggest that there is an uncanny similarity between the fall of communism and the decline of large American corporations like General Motors and IBM. "Both communist governments and capitalist corporations are collapsing because they rely essentially on centrally planned, authoritarian, top-down structures that are too cumbersome to manage the knowledge-based, global economy that is emerging," Halal noted.

-More-

"And just as the communist bloc is struggling to adopt systems to remedy this problems, so too are leading-edge corporations moving to market systems -- 'Internal Markets' that finally bring the principles of free enterprise inside large organizations -- a Corporate Perestroika," Halal claims.

He also cautions, "Although internal market structures are messy, they are the only way we can master complexity, foster innovation, and provide employee freedom -- the new economic imperatives being created by today's revolution in information technology." Halal contends that this technological revolution is inexorably driving American business in this general direction. "Roughly one million middle managers have been fired in big corporations during the past decade -- wiping out the central layers comprising the heart of the old hierarchy -- because computerized Management Information Systems automated their jobs."

Halal is the author of *The New Capitalism* (Wiley, 1986) as well as numerous publications that outline today's transition to a new system of business and economics for the information age. He also is a consultant to Fortune 500 companies.

****Note:** Media who would like a copy of Dr. Halal's remarks or other transcripts from the conference, should contact Heather Ittel in the Office of University Relations (202) 994-6460.

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KELLIE Author _____

LORETTA _____

PEGGY _____

RICHARD ESA _____

SANDY _____

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NOTES

Etzioni
speech



SLUG:

AUTHOR:

DATE RELEASED:

50
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108

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OTHER:

Kellie - 5

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EFFECTIVE 4/91, GWU

EMBARGOED UNTIL FRIDAY, JUNE 14, 1991

CONTACT: Kellie Boyet
(202) 994-6460

FOR IMMEDIATE RELEASE

ETZIONI SAYS AMERICA NEEDS A CHANGE IN THE
"MORAL CLIMATE" OF THE COUNTRY

SALT LAKE CITY, UTAH -- Amitai Etzioni, a founding member of the communitarian movement which calls for a balance between community responsibility and individual rights, was honored at the University of Utah commencement exercises today. Etzioni gave the keynote address and received an honorary doctor of laws degree.

"I am confident that you are honoring not a person but a set of ideas and ideals dear to many of us," said Etzioni. "The idea that no person is an island, that we are all each other's keepers. The ideal that our rights, which are to be vigilantly protected, must be balanced with a sense of responsibility for our shared community."

Etzioni is a University Professor at GW and the editor of the communitarian movement's new quarterly journal "The Responsive Community."

In his address, Etzioni reminded the students that not all Americans feel a sense of civic responsibility. Instead these citizens reflect a "major theme in American civic culture" of professing responsibility but not actually practicing it. Etzioni cited such examples as individuals who strongly believe

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every American has a right to a trial by jury, but who also frequently evade serving on juries when called; Americans who call for more government services but oppose new taxes; and people who claim to be very patriotic but are reluctant to serve in the armed forces.

"What is needed most is a change in the moral climate of the country, a greater willingness to shoulder communitarian responsibilities, and a greater readiness to curb one's demands," said Etzioni.

Etzioni, a leading figure in sociology for more than 20 years, has been a University Professor at GW since 1980. Prior to his GW appointment, he held a variety of academic positions at Columbia University. Etzioni was a senior advisor to the Carter administration during the 1970s and was a visiting professor at Harvard Business School from 1987 - 1989.

The author of more than 10 books, Etzioni has written extensively on the changes in school, work, family and other aspects of American society. His latest book, "The Moral Dimension: Toward a New Economics," focused on the need to include societal concerns when developing economic policy.

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In his address, Etzioni reminded the students that not all Americans feel a sense of civic responsibility. Instead these citizens reflect a "major theme in American civic culture" of professing responsibility but not actually practicing it. Etzioni cited such examples as individuals who strongly believe

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every American has a right to a trial by jury, but who also frequently evade serving on juries when called; Americans who call for more government services but oppose new taxes; and people who claim to be very patriotic but are reluctant to serve in the armed forces.

"What is needed most is a change in the moral climate of the country, a greater willingness to shoulder communitarian responsibilities, and a greater readiness to curb one's demands," said Etzioni.

Etzioni, a leading figure in sociology for more than 20 years, has been a University Professor at GW since 1980. Prior to his GW appointment, he held a variety of academic positions at Columbia University. Etzioni was a senior advisor to the Carter administration during the 1970s and was a visiting professor at Harvard Business School from 1987 - 1989.

The author of more than 10 books, Etzioni has written extensively on the changes in school, work, family and other aspects of American society. His latest book, "The Moral Dimension: Toward a New Economics," focused on the need to include societal concerns when developing economic policy.